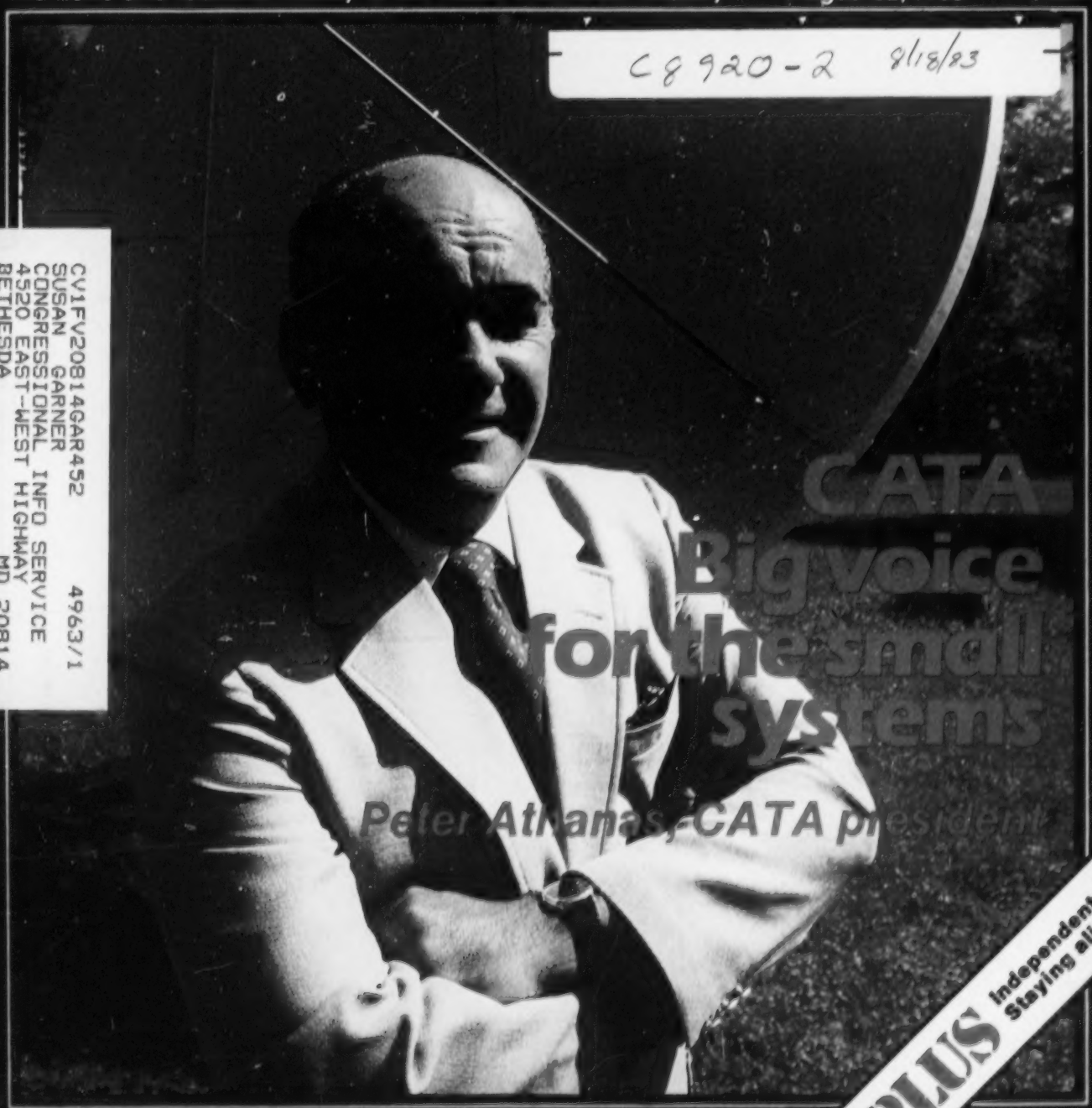
MARKETING
In search of excellence

- CTAM searches for marketing excellence
- Cox wins Nebraska common carrier reprieve
- TCI's Charlton moves to Warner Amex
- The Playboy Channel peeks at ads

CableVision

The news and features weekly of the cable television industry August 22, 1983 $3.00

C8920-2 8/18/83



CATA: Big voice for the small systems

Peter Athanas, CATA president

PLUS Independents: Staying alive

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CableVision August 22, 1983. Volume 8, Number 50

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Ed Bennett will be CTAM's president in 1984.

For marketing excellence

Record-breaking attendance greeted CTAM's organizers at this year's convention. The annual cable marketing meet, held in San Diego, was judged by many to be the best yet. **Leading the week, pages 16-20.**

Cox gets reprieve in Neb.

A federal district court judge temporarily enjoined the Nebraska Public Service Commission from enforcing an order requiring Cox Cable to cease operating its Commline data transmission service until it was certified by the state for regulation as a common carrier. **Leading the week, pages 16-20.**

Viacom's venture in Japan

Viacom World Wide Ltd. joins with several Japanese firms to develop and operate that nation's first two-way, interactive, addressable cable system. **Leading the week, pages 16-20.**

Charlton joins Warner Amex

Tele-Communications Inc. programming chief John Charlton moves from the Denver-based MSO to Warner Amex Cable in New York, where he will head up programming, marketing and sales. Richard Aurelio, who was handling those duties on an interim basis, was named president of the MSO's New York metro division. **Leading the week pages 16-20.**

Playboy ponders products

The Playboy Channel studies the possibility of advertising and marketing Playboy-licensed products such as clothing and accessories on its cable outlet. **Leading the week, pages 16-20.**

Stocking the shelves

USA Network acquires *Hitchcock* reruns, more off-broadcast fare, including Lexington Broadcast Services specials. **Page 23.**

Mainstreaming music video

Two new services, one backed by Dallas Cowboys' Tony Dorsett, plan to appeal to viewers with adult contemporary menu. **Page 25.**

CTAM show coverage

Panelists at CTAM sessions addressed topics of multipay, packaging campaigns and addressability; some issues they agreed on, others they hotly debated. **Page 30.**

Two-way time in Texas

Dow Jones News/Retrieval service expands cable-based subscribership to Sammons of Fort Worth system. **Page 40.**

SMATV flying in N.Y.C.

TV Satellite Corp. system begins service in three-building complex, while state cable officials push for regulation. **page 43.**

Besieging the pole law

Led by Edison Electric Institute, utilities urge FCC to amend attachment formula, increase rate percentage. **Page 75.**

Addressable products accelerate

Texscan, C-COR, Pico and Vitek are cracking the market, with new equipment gaining favorable response from MSOs. **Page 77.**

About the cover

Sally Russell interviews Peter Athanas, Community Antenna Television Association president, in this week's *CableVision Plus*. Photo by Allen Ruid.

This week in PLUS

They're small, but they're wiry. Independent operators are set upon from all sides. On the one, there are the MSOs, who can afford to take a loss on a small system and make it up elsewhere. That's tough competition. And so is cable's ever-changing technology—hard to keep up with if you're small. And then there's DBS. The independent operator battles this with perseverence and with service. So far, he's managed to keep his head above water, but whether he can continue to do so is open to question. *Plus* spoke with independents across the country: some are hopeful; others have serious doubts. . . Next, *Plus* interviews Peter Athanas, president of CATA. Athanas may not be certain of the fate that lies ahead for the small operator, but he sees one tough battle on the near horizon: the fight in the House to pass the cable deregulation bill. That's going to have "very tough going," he says. The going may be nearly as tough for the independent. We'll see how he fares. **Pages 47-70.**

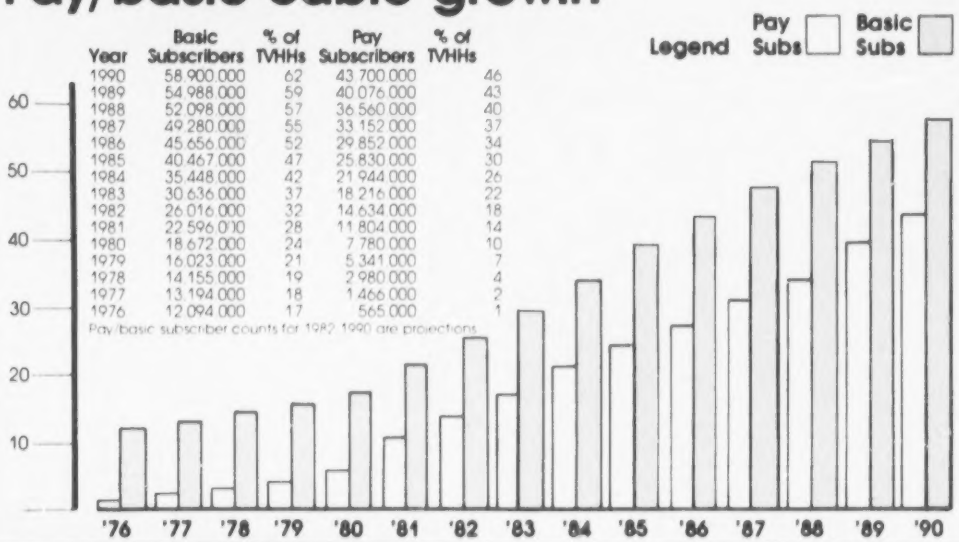
Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division.

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,010	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Figures are as of May 31, 1983

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
American Network	10
Biznet (Viacom)	15
Bravo (ESPN)	2
Eros[1]	
ESPN (West)	6
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Sunshine Entertainment Network (audio service)	7
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable.
Satcom I-R—Launched April 7, 1983; no national programming services.
Satcom II-R—Projected launch September 1983; no cable.

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1D, 1X
Wold Communications	6D

Westar V (Western Union)

	Transponder
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp.	11X
The Disney Channel	5X, 6X
Group W Satellite Corp.	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	8D
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Wold Communications	3D
WOR	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7V
ON TV	6V, 4H

Galaxy I (Hughes Communications)

	Transponder
GalaVision (SIN)	20
HBO	1,3,17,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
Westinghouse	2,8,12,22

Galaxy II—Projected launch September 1983; 24 transponders, 4/6 GHz.
Galaxy III—Projected launch Summer 1984; 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984; 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984; 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder holder.
[1]Temporarily lost transponder space.
Source: ICR, Cable Information Service—a Titsch Communications division.

Cable stats

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.[1]	2,288,000	
2.	American Television and Communications Corp.	2,248,525	
3.	Group W Cable	1,976,712	
4.	Cox Cable Communications Inc.	1,376,788	
5.	Warner Amex Cable Communications Inc.	1,300,000	(4/83)
6.	Storer Cable Communications	1,279,000	
7.	Times Mirror Cable Television	830,344	(4/83)
8.	Rogers UA Cablesystems	763,668	(5/83)
9.	Newhouse Broadcasting[2]	751,625	
10.	Continental Cablevision	664,000	(4/83)
11.	Viacom Cablevision	661,982	
12.	United Cable Television Corp.	596,076	(5/83)
13.	Sammons Communications Inc.	549,890	
14.	TeleCable Corp.	360,091	
15.	Heritage Communications	342,592	
16.	Cablevision Systems Development	316,000	(5/83)
17.	Capital Cities Cable Inc.	314,283	(11/82)
18.	General Electric Cablevision	314,000	
19.	Comcast Cable Communications	304,000	
20.	Liberty Communications	262,232	
21.	Wometco Communications	245,934	
22.	Jones Intercable Inc.	237,330	(7/83)
23.	Tele-Media	232,500	(4/83)
24.	Daniels & Associates Inc.	227,000	
25.	TCA Group	222,512	
26.	Multimedia Cablevision Inc.[3]	212,085	
27.	Maclean Hunter Cable TV Ltd.	208,723	(5/83)
28.	Century Communications Corp.	198,000	
29.	Service Electric Cable TV Inc.	189,500	
30.	Colony Communications Inc.	170,861	(4/83)
31.	Centel Cable Television Co.	162,156	(5/83)
32.	Western Communications	153,820	
33.	Prime Cable Corp.	146,788	
34.	Harris Cable Corp.	144,708	(3/83)
35.	Rollins Cable Vue Inc.	143,100	(5/83)
36.	McDonald Group	139,585	
37.	Cablentertainment Inc.	139,006	(4/83)
38.	Tribune Cable Communications	138,425	
39.	Cable America	132,000	
40.	Sutton Capital Group[4]	120,514	(3/83)
41.	Communications Service Inc.	120,371	(3/83)
42.	Harron Communications Corp.	114,631	
43.	Midwest Video Corp.	114,615	(12/81)
44.	Adams-Russell Telecommunications	110,000	
45.	Cable Vision Industries	106,451	(2/83)
46.	McCaw Communications	104,800	(5/83)
47.	Midcontinent Cable Systems[5]	104,232	
48.	Buckeye Cablevision	101,105	(5/83)
49.	American Cablesystems Inc.	98,000	(3/83)
50.	Adelphia Communications	97,166	
51.	Communications Systems Inc.	93,059	
52.	Armstrong Utilities	89,633	(5/83)
53.	Multi-Channel TV Cable Co.	84,000	(9/82)
54.	Southmedia Co.	83,736	
55.	Ultracom Inc.	77,000	(7/83)
56.	Buford Television	76,653	(7/82)
57.	Summit Communications	75,806	(5/83)
58.	King Videocable Co.	75,724	(5/83)
59.	Falcon Communications	75,000	(4/83)
60.	US Cable Corp.	75,000	
61.	Palmer Communications Inc.	73,813	(4/83)
62.	McClatchy Newspapers	71,800	(5/83)
63.	National Telecommunications Co.	71,450	(4/83)
64.	Perry Cable TV Corp.	71,292	(5/83)
65.	The Essex Group	70,124	
66.	Wehco Video Inc.	69,183	(5/83)
67.	Booth Communications	66,100	
68.	American Cable Television Inc.	66,000	(4/83)
69.	Acton Corp.	65,181	
70.	Televents Inc.	64,757	(4/83)
71.	Total TV Inc.	61,531	(5/83)
72.	Lenfest Group	60,451	(4/83)
73.	Omega Communications	60,000	(12/82)
74.	Consolidated Cable Systems	58,300	
75.	Pencor Services Inc.	56,488	
76.	Wabash Cablevision	53,650	(7/83)
77.	Harte-Hanks Communications	52,425	(5/83)
78.	Marsh Media	52,244	(4/83)
79.	Omni Cable TV Corp.	50,130	
80.	The Daily Press	49,000	(4/83)
81.	Clear TV Cable Corp.	47,532	(10/82)
82.	Selkirk Communications	45,540	(5/83)
83.	Sonic Cable TV	45,444	
84.	Susquehanna Broadcasting	45,078	
85.	Greater Media	73,191	(7/83)
86.	Hellicon Corp.	42,200	
87.	Donrey Cablevision	39,507	(7/83)
88.	Matrix Enterprises	37,928	
89.	United Video Management Comm.	36,500	(5/83)
90.	Combined Cable Corp.	34,547	(5/83)
91.	Joseph Gans	34,400	(3/83)
92.	National Cablesystems Inc.	30,439	
93.	Cable Communications of Iowa	30,000	(3/83)
94.	United Broadcasting Co.	30,000	(3/83)
95.	Multivision Group	29,494	(5/83)
96.	Wisconsin Cablevision & Radio Co. Inc.	29,190	
97.	Southern Cablevision	29,138	(8/82)
98.	Cable Holding Inc.	28,097	
99.	Mid America Media	27,768	(4/83)
100.	Mickelson Media	26,519	

Note: Subscriber counts are as of 6/83 unless otherwise noted.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes Tar River Communications.
[4] Includes owned and partially owned systems.
[5] Includes systems owned and with controlling interest.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1.	San Diego, Calif.	Cox Cable	221,585	(12/82)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	(4/83)
3.	Houston, Texas	Warner Amex	182,600	
4.	Manhattan, N.Y.	ATC	174,415	(3/83)
5.	San Antonio, Texas	Rogers UA	164,745	(5/83)
6.	West Orange, N.J.	Maclean Hunter	149,991	(5/83)
7.	Wayne, N.J.	Rogers UA	120,394	(5/83)
8.	Tulsa, Okla.	United Cable TV	106,834	(5/83)
9.	Audubon, N.J.	NYT Cable	105,332	
10.	Erie County, N.Y.	Prime Cable	100,287	
11.	Rochester, N.Y.[1]	ATC	100,000	
12.	San Jose, Calif.	Gill Industries	97,850	
13.	Austin, Texas	ATC	97,425	(3/83)
14.	Cincinatti, Ohio	Warner Amex	95,000	(4/83)
15.	Tidewater, Va.	Cox Cable	91,393	(12/82)
16.	Baltimore County, Md.	Caltec Cablevision	90,153	
17.	Seattle, Wash.	Group W Cable	87,618	
18.	Central Islip, (Long Island) N.Y.	Viacom Cablevision	87,121	
19.	Orlando, Fla.[1]	ATC	86,700	(3/83)
20.	Memphis, Tenn.	ATC	85,025	(3/83)
21.	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
22.	Toledo, Ohio	Buckeye Cablevision	82,059	(5/93)
23.	Manhattan, N.Y.	Group W Cable	81,464	
24.	Jacksonville, Fla.	ATC	78,875	(3/83)
25.	Grand Rapids, Mich.	General Electric	76,500	
26.	Honolulu, Hawaii	ATC	76,000	(3/83)
27.	Wilmington, Del.	Rollins Cable	74,800	(5/83)
28.	San Diego, Calif.	ATC	74,525	(3/83)
29.	San Francisco, Calif.	Viacom Cablevision	73,069	
30.	Wichita, Kan.	Multimedia Cablevision	72,541	
31.	San Juan, Puerto Rico	Harris Cable	70,335	(3/83)
32.	Englewood, Colo.	United Cable	69,522	(5/83)
33.	Richmond/Henrico County, Va.	Continental	68,770	(5/83)
34.	Pittsburgh, Pa.	Warner Amex	68,600	(4/83)
35.	Baton Rouge, La.	Daniels & Associates	67,000	
36.	Flint, Mich.	Comcast	65,000	
37.	Seattle, Wash.	Viacom Cablevision	63,522	
38.	South Bend, Ind.	Heritage	62,745	
39.	Melbourne, Fla.[1]	ATC	61,900	(3/83)
40.	Columbus, Ohio	Warner Amex	61,000	(4/83)
41.	Buffalo, N.Y.	Cablescope	60,082	(4/83)
42.	Monterey, Calif.	Western Communications	59,557	
43.	Santa Monica, Calif.	Group W Cable	58,817	
44.	Dallas Complex, Texas	Warner Amex	58,000	(4/83)
45.	Jefferson County, Ky.	Storer	58,000	
46.	Snohomish County, Wash.	Viacom Cablevision	56,382	
47.	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
48.	Suburban Tacoma, Wash.	Cable TV of Puget Sound	56,123	
49.	Boston Complex, Mass.	Warner Amex	55,840	(4/83)
50.	El Paso, Texas	Group W Cable	55,711	
51.	Pompano Beach, Fla.	American Video Corp.	55,565	
52.	Kansas City, Mo.	ATC	55,300	(3/83)
53.	Akron, Ohio	Warner Amex	55,000	(4/83)
54.	Allentown, Pa.	Twin County Cable	55,000	(5/83)
55.	Charlotte, N.C.	ATC	54,950	(3/83)
56.	Harrisburg, Pa.	Sammons	54,541	(4/83)
57.	Columbus, Ohio	Coaxial	54,500	
58.	Cleveland, Ohio	Viacom Cablevision	54,457	(4/83)
59.	Binghamton, N.Y.	NewChannels	53,461	(4/83)
60.	Louisville, Ky.	Times Mirror	53,876	(3/83)
61.	Sarasota, Fla.	Storer	53,200	(5/83)
62.	Phoenix, Ariz.	American Cable Television	53,157	(3/83)
63.	Dade/Broward counties, Fla.	Storer	53,000	(5/83)
64.	St. Petersburg, Fla.	Group W Cable	52,336	
65.	Allentown, Pa.	Service Electric	51,000	
66.	Des Moines, La.	Heritage	50,732	(5/83)
67.	Canton, Ohio	Warner Amex	50,400	(4/83)
68.	San Diego County (Escondido), Calif.	Times Mirror	50,067	(3/83)
69.	New Haven, Conn.	Storer	50,000	(5/83)
70.	Indianapolis, Ind.	Wabash Cablevision	50,000	(7/83)
71.	Port Arthur, Texas	Liberty	49,320	
72.	Jackson, Miss.	ATC	49,125	(3/83)
73.	Hartford, Conn.	Times Mirror	49,098	(3/83)
74.	Peoria, Ill.	General Electric	48,300	(4/83)
75.	Reading, Pa.	ATC	48,300	(3/83)
76.	Charleston, S.C.	Storer	47,800	(5/83)
77.	Chattanooga, Tenn.	Chattanooga Cable TV	47,791	
78.	Shreveport, La.	ATC	47,750	(3/83)
79.	New Britain, Conn.	United Cable	47,655	(5/83)
80.	San Rafael/Marin County, Calif.	Viacom Cablevision	47,205	
81.	Atlanta, Ga.	Cable America	47,000	
82.	Bridgeport, Conn.	Southern Connecticut	46,111	
83.	Fayetteville, N.C.	ATC	46,100	(3/83)
84.	Westchester County, N.Y.	Rogers UA	45,181	(5/83)
85.	Albany, N.Y.	ATC	45,075	(3/83)
86.	Eugene, Ore.	Group W Cable	44,598	
87.	DeKalb County, Ga.	Cable America	44,300	
88.	Omaha, Neb.	Cox Cable	44,275	(12/82)
89.	Birmingham, Ala.	ATC	44,175	(3/83)
90.	Albuquerque, N.M.	Tribune Co. Cable	44,000	
91.	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
92.	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
93.	Scranton, Pa.	Verto Cable TV Corp.	43,746	(4/83)
94.	Winston-Salem, N.C.	Summit Communications	43,431	(5/83)
95.	Bakersfield, Calif.	Warner Amex	43,400	(4/83)
96.	Lincoln, Neb.	MetroVision	43,315	(3/83)
97.	Spokane, Wash.	Cox Cable	43,257	(12/82)
98.	Lansing, Mich.	Continental	43,200	(3/83)
99.	Oak Park, Ill.	Cablevision Systems	43,000	(5/83)
100.	Brookhaven (Long Island), N.Y.	Rogers UA	42,431	(5/83)

NOTE: Subscriber counts are as of 6/83 unless otherwise noted.
[1] Figures are estimates.
Source: ICR, Cable Information Service—a Titsch Communications division.